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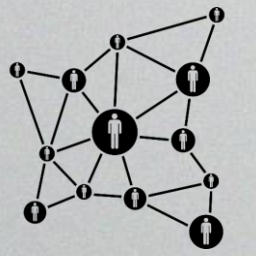
Diploma in Blogging & Content Marketing



Lesson 2

The Importance Of Content Planning & Content Curation

Presented by:
David Howard
Course Educator

Lesson 2

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- Should You Develop A Strategy?
- Content Strategy Development Plan
- Content Curation & How It Can Help
- 70/20/10 Content Development Pie
- Summary

- Blog Review
- Q & A

Lesson 2

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Lesson 2

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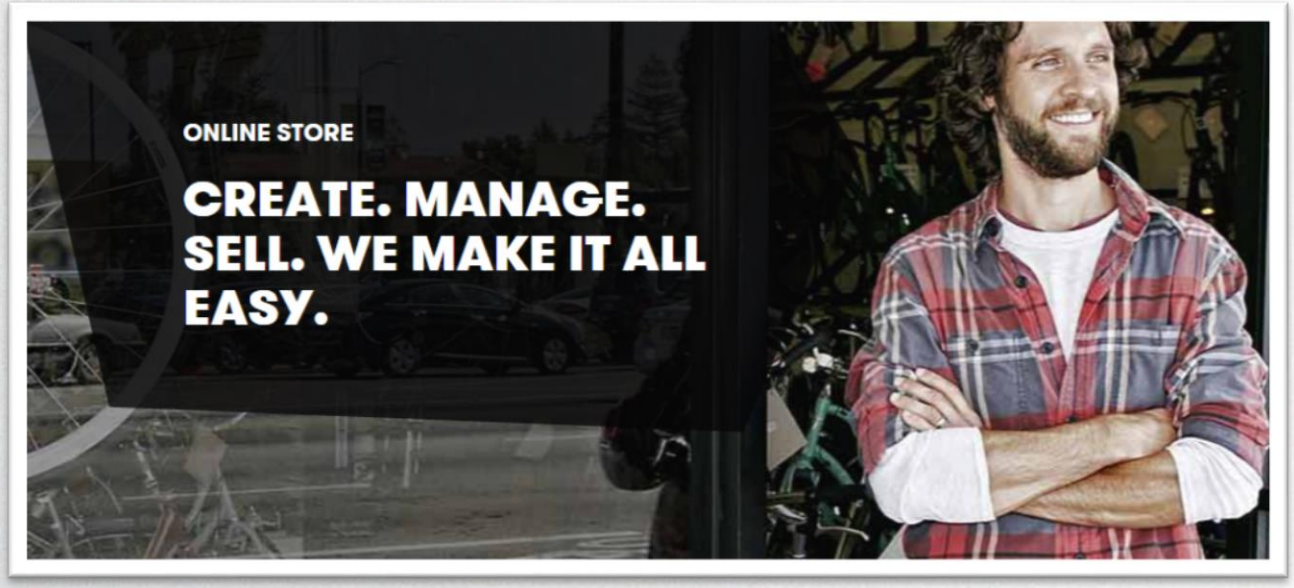
30%
OFF



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Should You Develop A Strategy

Should You Develop A Strategy?

Should You Develop A Strategy

What are the core components of putting together a content marketing strategy?

Should You Develop A Strategy

Each string is like an individual platform – Twitter, Blog, YouTube

How you choose to play/share content can evoke a different reaction with your audience

Should You Develop A Strategy

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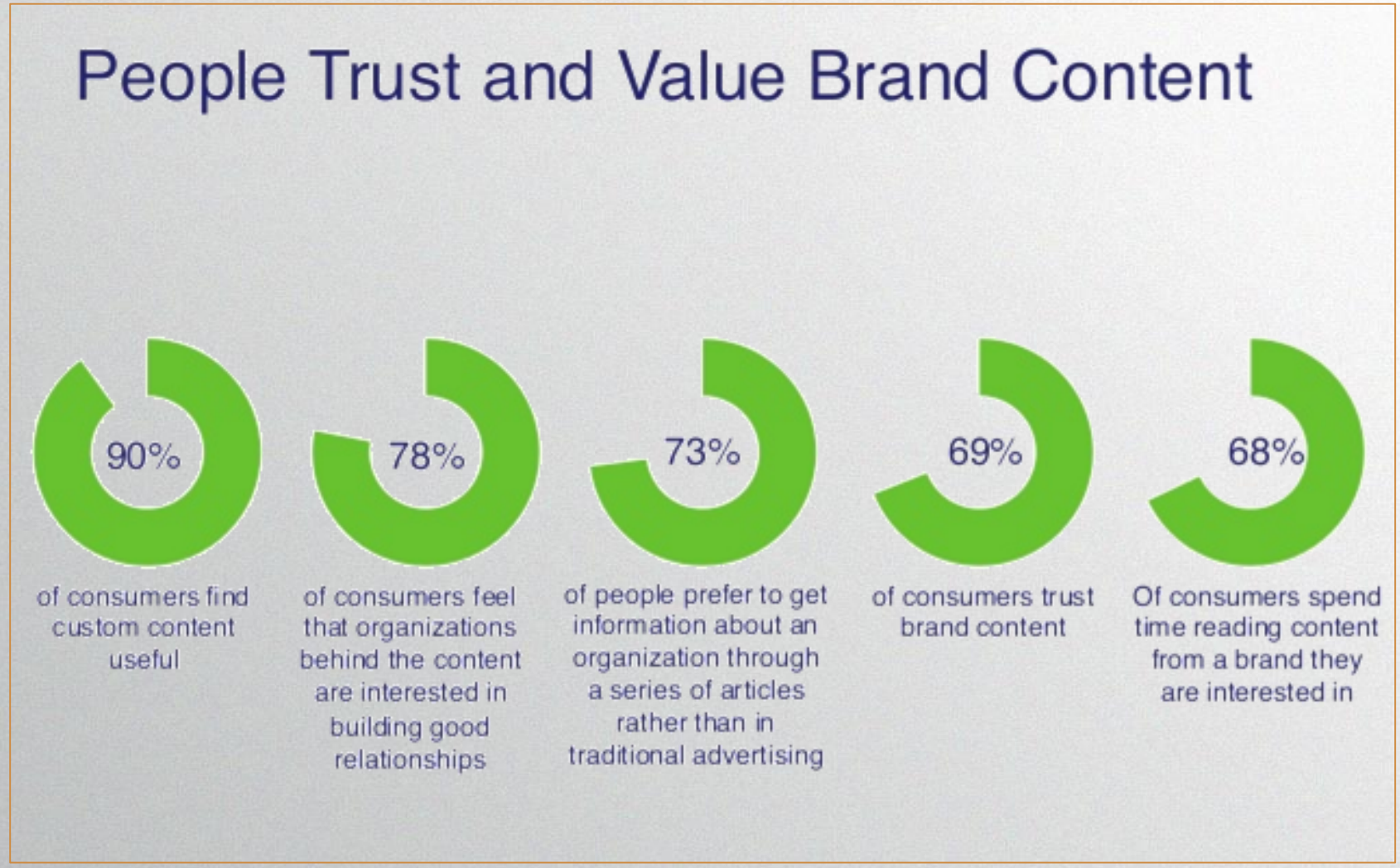
Why Focus on Content?


People Trust and Value Brand Content
90%
of consumers find custom content useful
78%
of consumers feel that organizations behind the content are interested in building good relationships
73%
of people prefer to get information about an organization through a series of articles rather than in traditional advertising
69%
of consumers trust brand content
68%
Of consumers spend time reading content from a brand they are interested in

Should You Develop A Strategy

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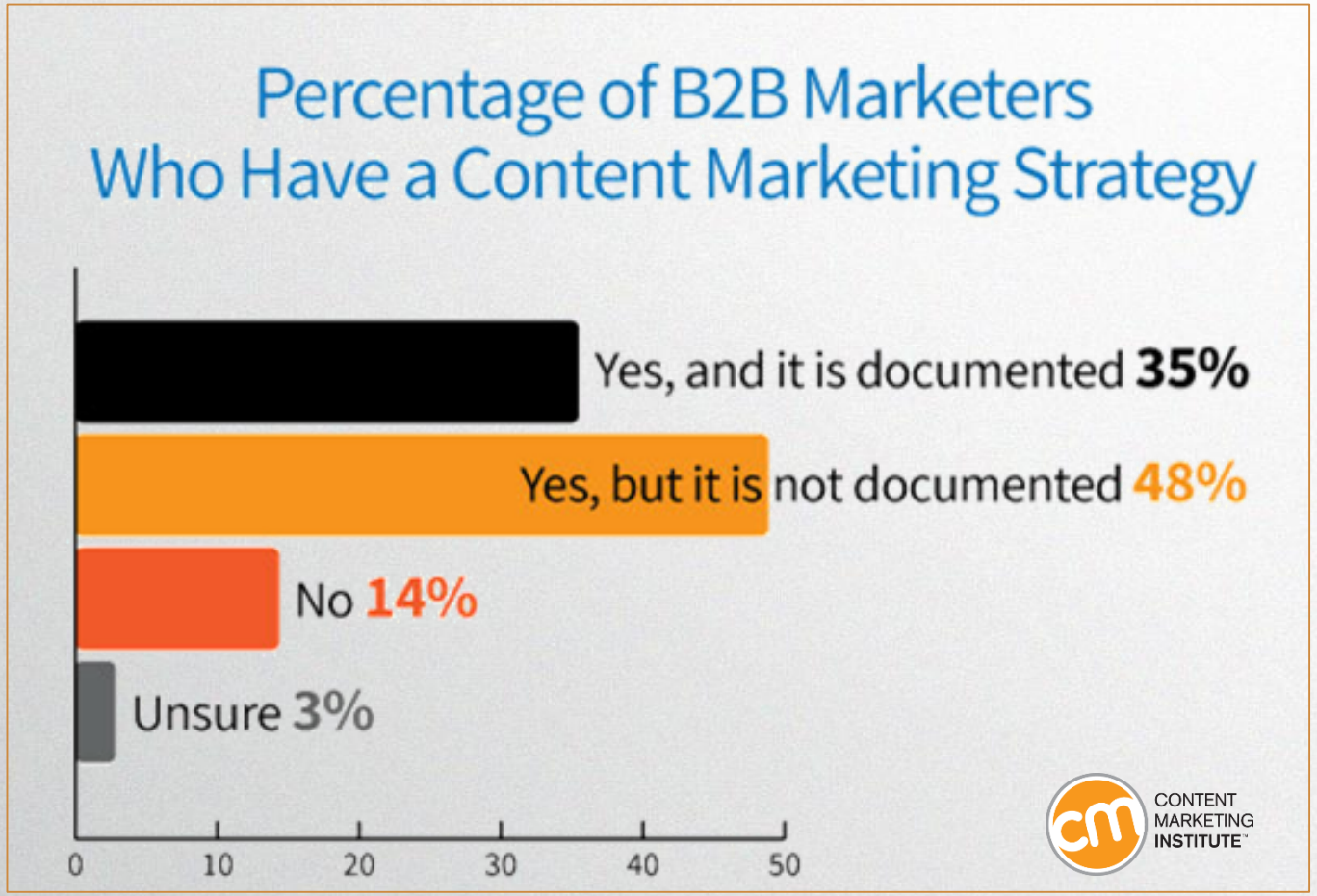
Tip #1

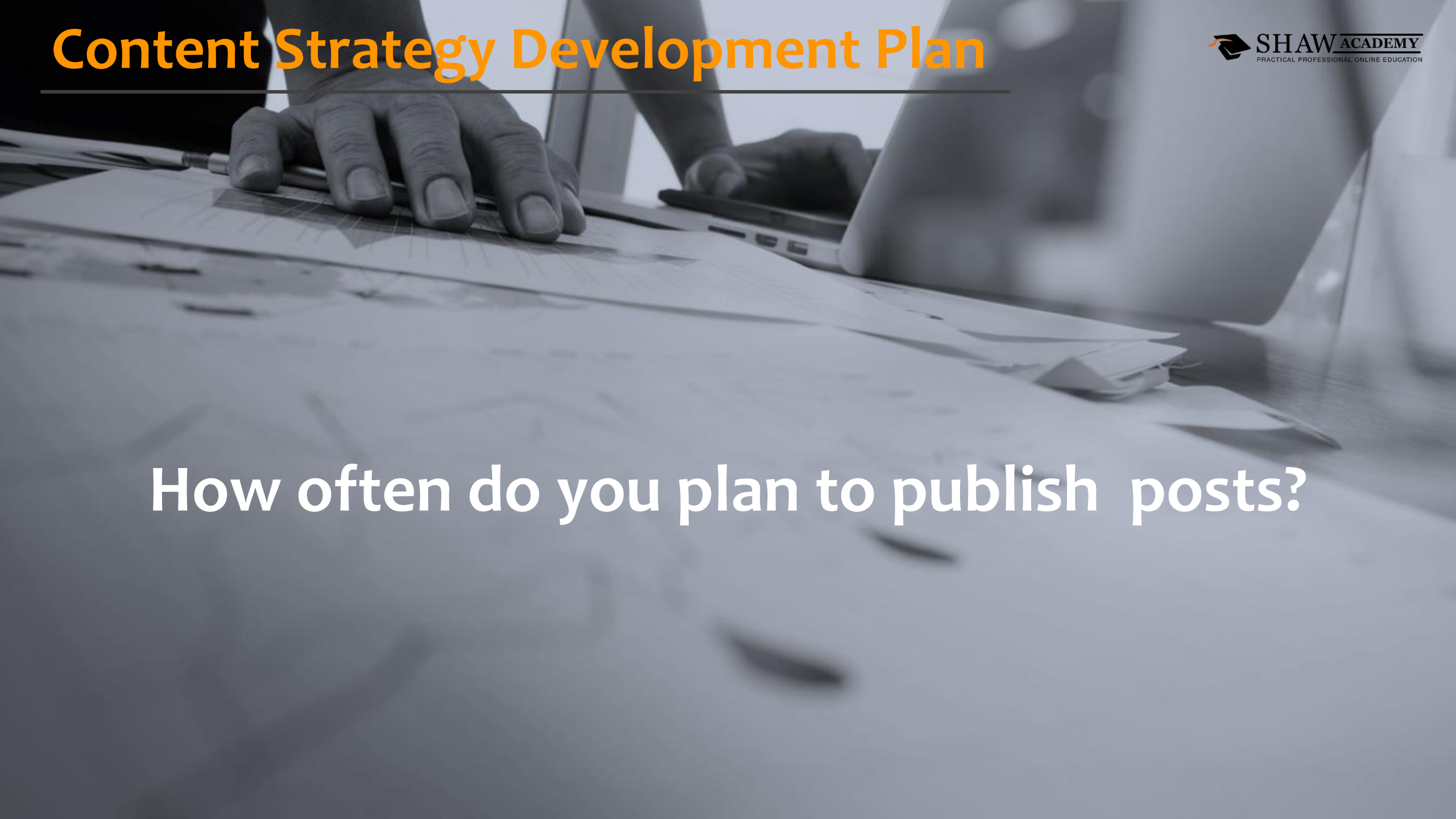
If you want to be more effective at content marketing, **record your strategy**

By documenting your strategy, you can tweak and change it as you see you find success



Content Strategy Development Plan

Content Strategy Development Plan



How often do you plan to publish posts?

Content Strategy Development Plan

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Content Strategy Development Plan

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When you're planning, what should you optimise?

TIME

Your Schedule

Use tools like Canva and Feedly

Evergreen Content

Content Strategy Development Plan

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When you're planning, what should you optimise?

RESOURCES

Use your network

Know when you need help

Always aim to learn

Should You Develop A Strategy

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CREATION	PUBLICATION	ENGAGEMENT	ADJUSTMENT
CONCEPT	TIMEFRAMES	ONLINE REPUTTION MANAGEMENT	ASSESS YOUR AUDIENCE
PLATFORMS	HEADLINES	COMMENTARY	ALIGN YOUR CONTENT
#'S & INFLUENCERS	BLOG VS SOCIAL MEDIA	NOTE ACTION METRICS	MAKE CHANGES
CREATIVE	RESPONSE	TAKE PART IN CONVERSATION	REPEAT THE PROCESS
KEYWORDS	CONTENT CURATION		
CONTENT			

Content Curation & How It Can Help

Content Curation & How It Can Help

What is Content Curation?

The process of content curation is the act of sorting through large amounts of content on the web and presenting the best posts in a meaningful and organized way.

Content Curation & How It Can Help

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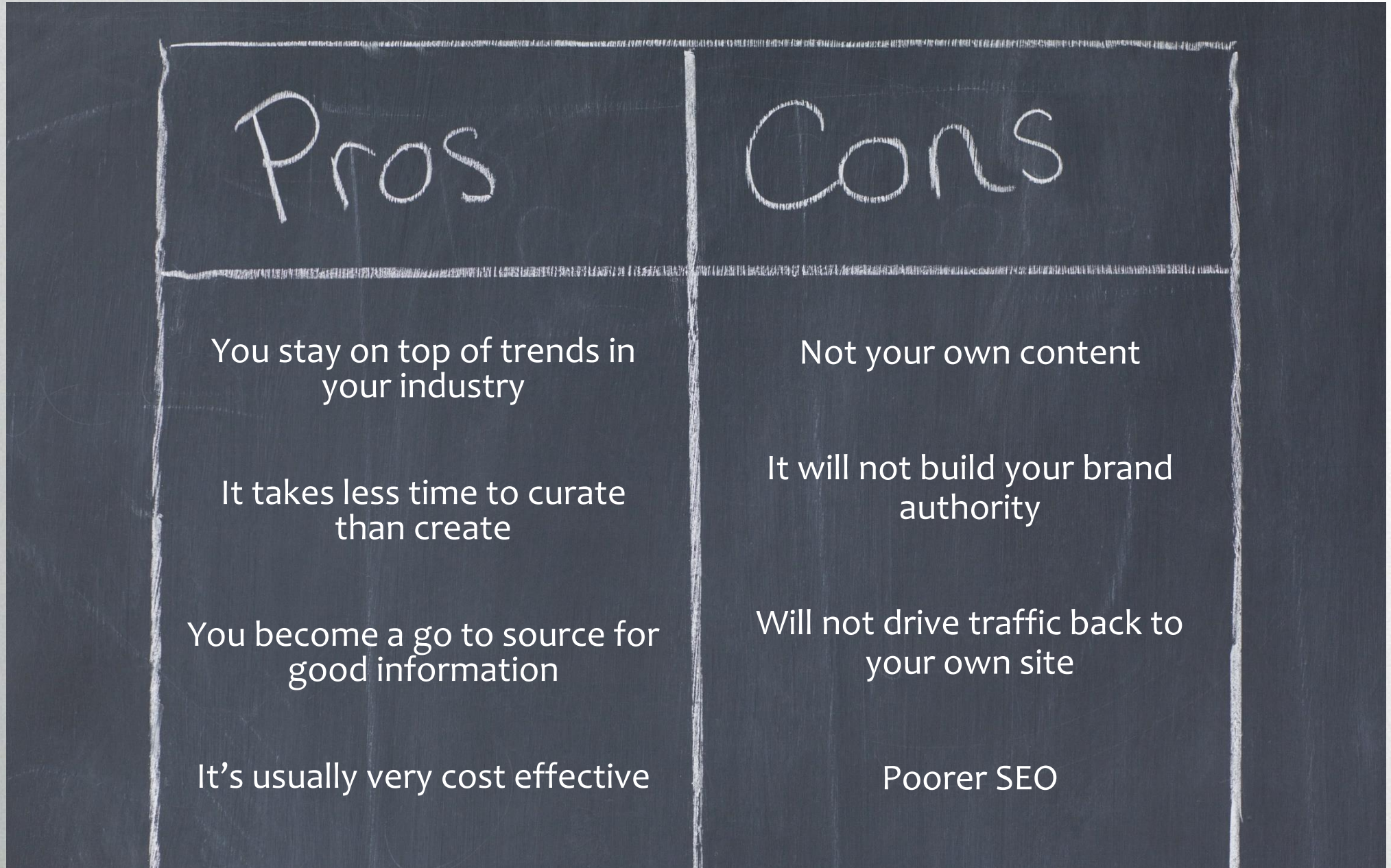
Content Curation: How does it build value?

Content Curation & How It Can Help


Pros
Cons
You stay on top of trends in your industry
It takes less time to curate than create
You become a go to source for good information
It's usually very cost effective
Not your own content
It will not build your brand authority
Will not drive traffic back to your own site
Poorer SEO

Content Curation & How It Can Help

70/20/10 Content Development Breakdown

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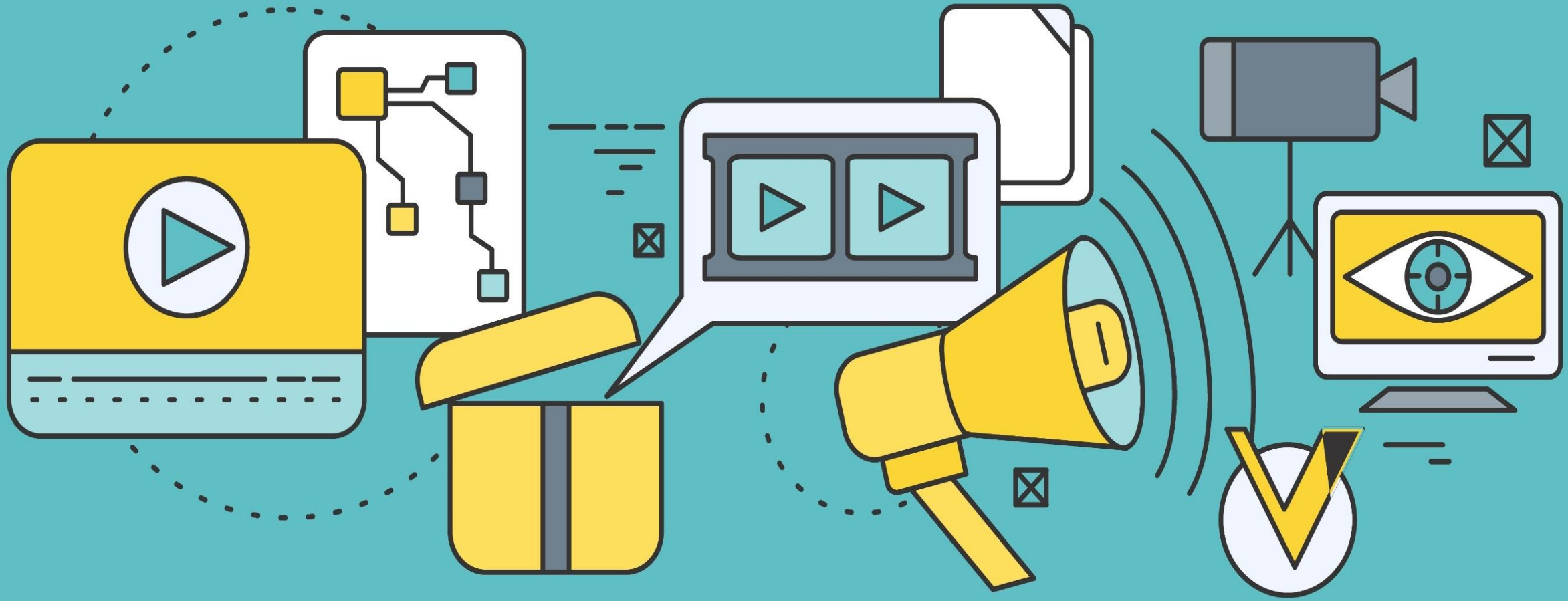

70/20/10 Content Development Breakdown

70/20/10 Content Development Breakdown

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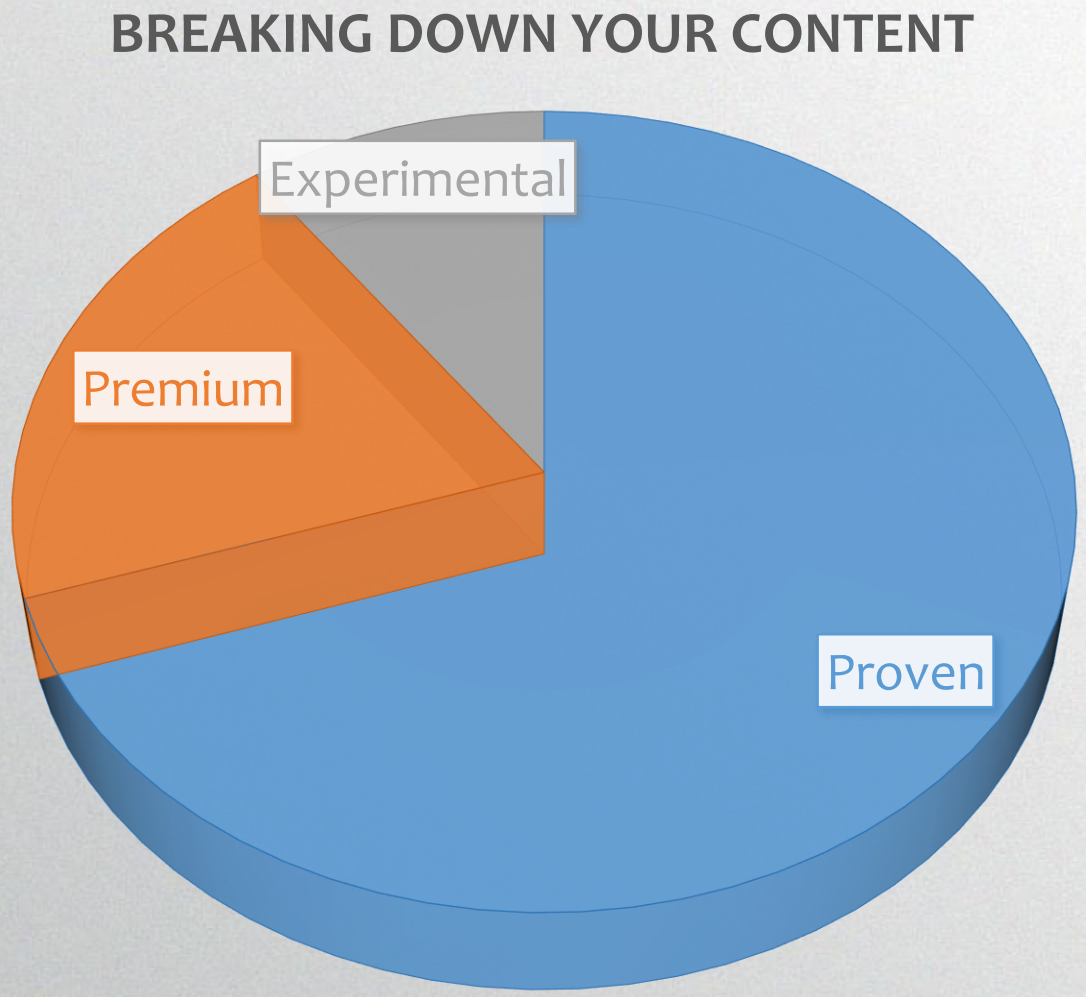

70/20/10 Content Development Breakdown

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80 Beauty Tips & Tricks Every Woman Needs to Know

SEP 11TH, 2015
POSTED IN MAKEUP BY KORIN MILLER

1,130,600

We love good beauty tips, so we've rounded up our best get-gorgeous tricks in one spot. Whether you want to learn how to create the perfect wavy hair or brush up on your smoky eye technique, you'll find beauty tips galore to help you get pretty from head to toe.

- ✓Build up your reputation
- ✓Become a source of value
- ✓Must consist of what you want to be known for

70/20/10 Content Development Breakdown

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Send me a copy
SOCIAL MEDIA MARKETING
INDUSTRY REPORT
How Marketers Are Using Social Media to Grow Their Business

- ✓ Deeper engagement
- ✓ Take your content to the next level
- ✓ Can be referential multiple times

70/20/10 Content Development Breakdown

- ✓ Explore opportunities
- ✓ Think ‘outside the box’
- ✓ Target new areas for growth

Blog Review

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What My Daughter Wore

Brooklyn artist documenting the sartorial choices of my daughter, her brothers, and their friends.

Order the WHAT MY DAUGHTER WORE Book here!

Saturday, August 20, 2016

Looney Tunes

Summary

SHAW ACADEMY
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- Should You Develop A Strategy?
- Content Strategy Development Plan
- Content Curation & How It Can Help
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- Summary

- We're here to help, so contact us anytime!

Next Lesson

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- The next session is **"The Importance of SEO"**
  - What is Search Engine Optimisation?
  - Why does Google love blogging?
  - Understanding the Structure of Your Content
  - How To Improve Your Blog's SEO

- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **Lifetime Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours

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Enhance your learning experience!

Q&A

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Next Lesson is

The Importance of SEO

- You will learn about What Search Engine Optimisation is, Why It Is Important For You & Implement Changes To Your Own Blog
- You will know what SEO is and learn how to make meaningful changes to help your blog be seen by a wider audience

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